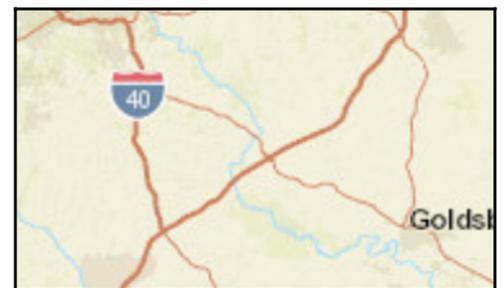
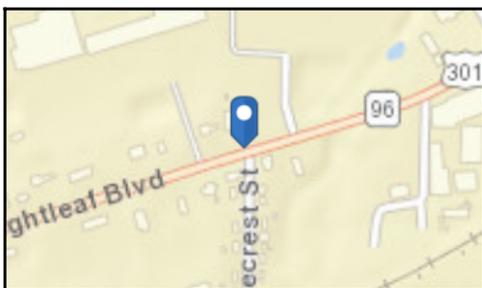
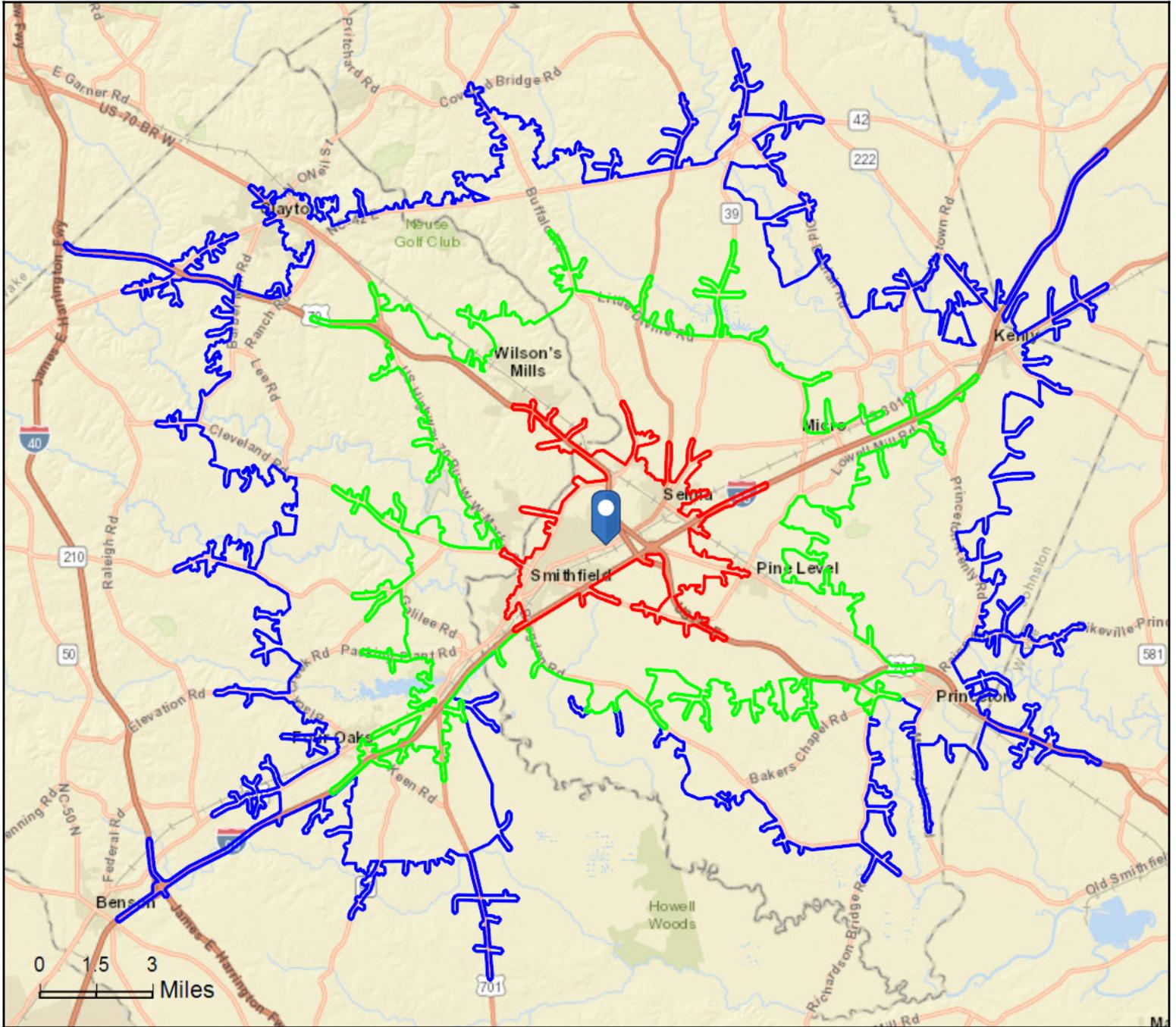


Smithfield Plaza
1299 N Brightleaf Blvd, Smithfield, North Carolina, 27577
Drive Time: 7, 13, 19 minute radii

Prepared by Esri
Latitude: 35.51995
Longitude: -78.31113





Community Profile

Smithfield Plaza
 1299 N Brightleaf Blvd, Smithfield, North Carolina, 27577
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 35.51995
 Longitude: -78.31113

	7 minutes	13 minutes	19 minutes
Population Summary			
2000 Total Population	11,177	29,348	57,476
2010 Total Population	11,549	33,167	71,714
2019 Total Population	12,046	36,287	85,308
2019 Group Quarters	536	1,356	1,446
2024 Total Population	12,432	38,036	92,106
2019-2024 Annual Rate	0.63%	0.95%	1.55%
2019 Total Daytime Population	24,938	46,269	84,021
Workers	17,704	25,059	36,766
Residents	7,234	21,210	47,255
Household Summary			
2000 Households	4,365	11,372	22,269
2000 Average Household Size	2.44	2.47	2.51
2010 Households	4,221	12,259	26,559
2010 Average Household Size	2.60	2.59	2.64
2019 Households	4,408	13,349	31,356
2019 Average Household Size	2.61	2.62	2.67
2024 Households	4,538	13,973	33,784
2024 Average Household Size	2.62	2.63	2.68
2019-2024 Annual Rate	0.58%	0.92%	1.50%
2010 Families	2,602	8,208	18,881
2010 Average Family Size	3.30	3.16	3.13
2019 Families	2,651	8,755	22,036
2019 Average Family Size	3.35	3.23	3.19
2024 Families	2,704	9,094	23,635
2024 Average Family Size	3.38	3.25	3.21
2019-2024 Annual Rate	0.40%	0.76%	1.41%
Housing Unit Summary			
2000 Housing Units	4,739	12,306	24,105
Owner Occupied Housing Units	43.4%	56.0%	61.8%
Renter Occupied Housing Units	48.7%	36.4%	30.5%
Vacant Housing Units	7.9%	7.6%	7.6%
2010 Housing Units	4,829	13,671	29,275
Owner Occupied Housing Units	37.5%	52.1%	60.4%
Renter Occupied Housing Units	49.9%	37.6%	30.3%
Vacant Housing Units	12.6%	10.3%	9.3%
2019 Housing Units	5,096	14,930	34,431
Owner Occupied Housing Units	38.2%	53.6%	63.7%
Renter Occupied Housing Units	48.3%	35.8%	27.4%
Vacant Housing Units	13.5%	10.6%	8.9%
2024 Housing Units	5,256	15,615	37,004
Owner Occupied Housing Units	38.4%	54.3%	64.9%
Renter Occupied Housing Units	47.9%	35.2%	26.4%
Vacant Housing Units	13.7%	10.5%	8.7%
Median Household Income			
2019	\$28,784	\$39,490	\$50,674
2024	\$33,805	\$46,895	\$56,532
Median Home Value			
2019	\$135,706	\$139,810	\$162,434
2024	\$144,776	\$148,841	\$177,284
Per Capita Income			
2019	\$17,441	\$21,200	\$25,027
2024	\$20,487	\$24,637	\$28,572
Median Age			
2010	36.0	36.8	36.5
2019	37.5	38.2	38.3
2024	38.1	38.9	38.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Smithfield Plaza
 1299 N Brightleaf Blvd, Smithfield, North Carolina, 27577
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 35.51995
 Longitude: -78.31113

	7 minutes	13 minutes	19 minutes
2019 Households by Income			
Household Income Base	4,408	13,349	31,356
<\$15,000	25.9%	17.5%	12.5%
\$15,000 - \$24,999	17.7%	14.3%	12.5%
\$25,000 - \$34,999	14.1%	13.1%	11.5%
\$35,000 - \$49,999	13.3%	13.6%	12.8%
\$50,000 - \$74,999	13.5%	18.3%	19.2%
\$75,000 - \$99,999	7.5%	10.4%	12.9%
\$100,000 - \$149,999	3.0%	6.8%	10.2%
\$150,000 - \$199,999	2.9%	3.6%	5.1%
\$200,000+	2.2%	2.4%	3.4%
Average Household Income	\$46,124	\$56,959	\$68,103
2024 Households by Income			
Household Income Base	4,538	13,973	33,784
<\$15,000	21.9%	14.3%	10.0%
\$15,000 - \$24,999	16.0%	12.5%	10.8%
\$25,000 - \$34,999	13.4%	11.9%	10.2%
\$35,000 - \$49,999	13.8%	13.4%	12.1%
\$50,000 - \$74,999	15.2%	19.4%	19.7%
\$75,000 - \$99,999	9.1%	12.0%	14.2%
\$100,000 - \$149,999	3.9%	8.4%	12.2%
\$150,000 - \$199,999	4.3%	5.2%	7.0%
\$200,000+	2.4%	2.8%	3.8%
Average Household Income	\$54,364	\$66,302	\$77,927
2019 Owner Occupied Housing Units by Value			
Total	1,948	8,002	21,920
<\$50,000	7.8%	6.3%	6.1%
\$50,000 - \$99,999	26.6%	23.0%	16.8%
\$100,000 - \$149,999	21.8%	26.0%	22.2%
\$150,000 - \$199,999	16.6%	19.3%	19.8%
\$200,000 - \$249,999	10.1%	11.0%	14.2%
\$250,000 - \$299,999	10.9%	6.6%	8.0%
\$300,000 - \$399,999	2.6%	3.2%	6.7%
\$400,000 - \$499,999	2.7%	2.4%	2.6%
\$500,000 - \$749,999	0.5%	1.2%	2.0%
\$750,000 - \$999,999	0.2%	0.3%	0.7%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.5%	0.3%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$158,684	\$171,739	\$198,801
2024 Owner Occupied Housing Units by Value			
Total	2,018	8,481	24,011
<\$50,000	7.2%	5.7%	5.3%
\$50,000 - \$99,999	24.9%	20.9%	14.6%
\$100,000 - \$149,999	19.9%	23.9%	19.7%
\$150,000 - \$199,999	15.7%	18.8%	19.0%
\$200,000 - \$249,999	10.7%	11.7%	14.9%
\$250,000 - \$299,999	13.1%	8.0%	9.2%
\$300,000 - \$399,999	3.5%	4.3%	8.6%
\$400,000 - \$499,999	3.8%	3.4%	3.5%
\$500,000 - \$749,999	0.7%	1.8%	2.8%
\$750,000 - \$999,999	0.2%	0.4%	1.1%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.7%
\$1,500,000 - \$1,999,999	0.1%	0.8%	0.4%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$171,255	\$190,253	\$221,677

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Smithfield Plaza
 1299 N Brightleaf Blvd, Smithfield, North Carolina, 27577
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 35.51995
 Longitude: -78.31113

	7 minutes	13 minutes	19 minutes
2010 Population by Age			
Total	11,550	33,168	71,714
0 - 4	8.3%	7.8%	7.6%
5 - 9	6.5%	7.0%	7.6%
10 - 14	6.5%	6.9%	7.5%
15 - 24	13.4%	12.6%	12.2%
25 - 34	13.9%	13.2%	12.8%
35 - 44	13.1%	13.5%	15.0%
45 - 54	12.6%	13.0%	13.8%
55 - 64	11.6%	11.8%	11.5%
65 - 74	7.5%	7.8%	7.1%
75 - 84	4.3%	4.5%	3.6%
85 +	2.3%	1.9%	1.3%
18 +	74.7%	74.3%	73.0%
2019 Population by Age			
Total	12,046	36,286	85,307
0 - 4	7.4%	7.1%	6.8%
5 - 9	7.1%	7.0%	7.0%
10 - 14	6.8%	6.8%	7.0%
15 - 24	12.1%	11.8%	12.2%
25 - 34	13.3%	13.0%	12.8%
35 - 44	12.7%	12.9%	13.1%
45 - 54	11.7%	12.1%	13.6%
55 - 64	11.4%	11.9%	12.4%
65 - 74	10.1%	10.2%	9.5%
75 - 84	4.9%	5.1%	4.3%
85 +	2.5%	2.1%	1.5%
18 +	75.3%	75.6%	75.3%
2024 Population by Age			
Total	12,430	38,036	92,105
0 - 4	7.3%	6.9%	6.6%
5 - 9	6.8%	6.9%	6.8%
10 - 14	7.0%	7.1%	7.2%
15 - 24	12.6%	12.0%	11.9%
25 - 34	12.3%	12.1%	12.5%
35 - 44	12.4%	12.8%	12.8%
45 - 54	11.7%	11.9%	12.9%
55 - 64	11.1%	11.4%	12.3%
65 - 74	10.4%	10.6%	10.0%
75 - 84	5.8%	6.1%	5.3%
85 +	2.5%	2.2%	1.6%
18 +	74.9%	75.2%	75.3%
2010 Population by Sex			
Males	5,607	16,246	35,305
Females	5,942	16,921	36,409
2019 Population by Sex			
Males	5,839	17,818	42,078
Females	6,207	18,469	43,230
2024 Population by Sex			
Males	6,029	18,711	45,481
Females	6,403	19,326	46,625

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Smithfield Plaza
 1299 N Brightleaf Blvd, Smithfield, North Carolina, 27577
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 35.51995
 Longitude: -78.31113

	7 minutes	13 minutes	19 minutes
2010 Population by Race/Ethnicity			
Total	11,548	33,166	71,714
White Alone	45.9%	60.1%	68.2%
Black Alone	35.5%	24.5%	19.1%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	0.6%	0.4%	0.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	15.4%	12.3%	9.6%
Two or More Races	2.1%	2.1%	2.0%
Hispanic Origin	25.7%	20.2%	16.0%
Diversity Index	79.2	71.5	63.3
2019 Population by Race/Ethnicity			
Total	12,045	36,288	85,306
White Alone	42.8%	56.9%	65.6%
Black Alone	36.3%	25.5%	20.1%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	0.7%	0.6%	0.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.0%	13.7%	10.4%
Two or More Races	2.5%	2.6%	2.5%
Hispanic Origin	28.2%	22.4%	17.4%
Diversity Index	81.3	74.6	66.5
2024 Population by Race/Ethnicity			
Total	12,431	38,037	92,105
White Alone	41.2%	55.0%	63.8%
Black Alone	36.2%	25.8%	20.6%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	0.8%	0.6%	0.9%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	18.5%	15.1%	11.4%
Two or More Races	2.7%	2.8%	2.7%
Hispanic Origin	30.4%	24.4%	19.0%
Diversity Index	82.6	76.7	68.9
2010 Population by Relationship and Household Type			
Total	11,549	33,167	71,714
In Households	95.1%	95.8%	97.9%
In Family Households	77.9%	81.1%	85.0%
Householder	23.3%	24.9%	26.3%
Spouse	13.3%	16.7%	19.1%
Child	32.0%	31.9%	32.9%
Other relative	5.8%	4.8%	4.2%
Nonrelative	3.5%	2.8%	2.5%
In Nonfamily Households	17.2%	14.7%	12.9%
In Group Quarters	4.9%	4.2%	2.1%
Institutionalized Population	4.0%	3.6%	1.7%
Noninstitutionalized Population	0.9%	0.5%	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Smithfield Plaza
 1299 N Brightleaf Blvd, Smithfield, North Carolina, 27577
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 35.51995
 Longitude: -78.31113

	7 minutes	13 minutes	19 minutes
2019 Population 25+ by Educational Attainment			
Total	8,022	24,450	57,206
Less than 9th Grade	12.1%	8.4%	6.6%
9th - 12th Grade, No Diploma	14.2%	11.7%	9.1%
High School Graduate	20.9%	25.4%	24.7%
GED/Alternative Credential	6.0%	5.6%	4.9%
Some College, No Degree	20.3%	20.5%	22.2%
Associate Degree	10.1%	10.8%	11.6%
Bachelor's Degree	10.7%	12.6%	15.1%
Graduate/Professional Degree	5.6%	5.1%	5.8%
2019 Population 15+ by Marital Status			
Total	9,479	28,723	67,582
Never Married	36.4%	31.6%	29.0%
Married	42.1%	49.3%	53.0%
Widowed	6.6%	6.2%	5.8%
Divorced	14.9%	12.9%	12.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.6%	95.7%	96.2%
Civilian Unemployed (Unemployment Rate)	5.4%	4.3%	3.8%
2019 Employed Population 16+ by Industry			
Total	4,546	14,953	38,176
Agriculture/Mining	0.8%	0.5%	0.6%
Construction	17.7%	14.7%	11.6%
Manufacturing	11.2%	14.0%	13.1%
Wholesale Trade	0.8%	1.8%	2.8%
Retail Trade	12.7%	12.7%	11.8%
Transportation/Utilities	1.5%	3.5%	4.2%
Information	1.1%	1.6%	1.5%
Finance/Insurance/Real Estate	4.6%	5.0%	5.0%
Services	46.2%	41.9%	43.4%
Public Administration	3.4%	4.2%	6.1%
2019 Employed Population 16+ by Occupation			
Total	4,545	14,953	38,178
White Collar	42.6%	49.1%	54.1%
Management/Business/Financial	9.8%	9.5%	11.6%
Professional	12.2%	16.2%	18.4%
Sales	11.2%	10.7%	10.6%
Administrative Support	9.4%	12.7%	13.5%
Services	27.1%	18.0%	18.1%
Blue Collar	30.2%	32.9%	27.9%
Farming/Forestry/Fishing	0.9%	0.5%	0.4%
Construction/Extraction	12.1%	11.0%	8.5%
Installation/Maintenance/Repair	2.8%	3.9%	4.7%
Production	10.8%	11.2%	7.9%
Transportation/Material Moving	3.6%	6.2%	6.4%
2010 Population By Urban/ Rural Status			
Total Population	11,549	33,167	71,714
Population Inside Urbanized Area	0.0%	0.0%	7.5%
Population Inside Urbanized Cluster	90.4%	65.4%	45.3%
Rural Population	9.6%	34.6%	47.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Smithfield Plaza
 1299 N Brightleaf Blvd, Smithfield, North Carolina, 27577
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 35.51995
 Longitude: -78.31113

	7 minutes	13 minutes	19 minutes
2010 Households by Type			
Total	4,220	12,259	26,559
Households with 1 Person	32.8%	28.4%	24.4%
Households with 2+ People	67.2%	71.6%	75.6%
Family Households	61.7%	67.0%	71.1%
Husband-wife Families	34.8%	44.8%	51.7%
With Related Children	15.9%	20.2%	24.7%
Other Family (No Spouse Present)	26.8%	22.1%	19.4%
Other Family with Male Householder	6.5%	5.7%	5.2%
With Related Children	3.7%	3.4%	3.2%
Other Family with Female Householder	20.4%	16.5%	14.1%
With Related Children	13.7%	11.4%	9.8%
Nonfamily Households	5.5%	4.7%	4.5%
All Households with Children	33.8%	35.5%	38.3%
Multigenerational Households	5.8%	4.9%	4.2%
Unmarried Partner Households	7.7%	6.5%	6.2%
Male-female	7.2%	6.0%	5.6%
Same-sex	0.6%	0.5%	0.6%
2010 Households by Size			
Total	4,221	12,260	26,558
1 Person Household	32.8%	28.4%	24.4%
2 Person Household	28.2%	31.0%	32.0%
3 Person Household	15.2%	16.1%	17.2%
4 Person Household	12.0%	12.8%	14.7%
5 Person Household	6.3%	6.7%	7.1%
6 Person Household	3.3%	2.9%	2.8%
7 + Person Household	2.3%	2.1%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	4,221	12,259	26,559
Owner Occupied	42.9%	58.1%	66.6%
Owned with a Mortgage/Loan	28.4%	39.1%	48.1%
Owned Free and Clear	14.5%	19.0%	18.5%
Renter Occupied	57.1%	41.9%	33.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,829	13,671	29,275
Housing Units Inside Urbanized Area	0.0%	0.0%	8.0%
Housing Units Inside Urbanized Cluster	90.7%	65.6%	44.5%
Rural Housing Units	9.3%	34.4%	47.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Smithfield Plaza
 1299 N Brightleaf Blvd, Smithfield, North Carolina, 27577
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 35.51995
 Longitude: -78.31113

	7 minutes	13 minutes	19 minutes
Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Middleburg (4C)
2.	Modest Income Homes (12D)	Middleburg (4C)	Southern Satellites (10A)
3.	Barrios Urbanos (7D)	Southern Satellites (10A)	Small Town Simplicity (12C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$5,192,427	\$18,961,609	\$52,952,227
Average Spent	\$1,177.96	\$1,420.45	\$1,688.74
Spending Potential Index	55	66	79
Education: Total \$	\$3,321,923	\$12,444,386	\$35,227,488
Average Spent	\$753.61	\$932.23	\$1,123.47
Spending Potential Index	47	58	70
Entertainment/Recreation: Total \$	\$7,941,254	\$29,648,413	\$82,465,599
Average Spent	\$1,801.55	\$2,221.02	\$2,629.98
Spending Potential Index	55	68	80
Food at Home: Total \$	\$13,154,911	\$48,130,187	\$132,286,144
Average Spent	\$2,984.33	\$3,605.53	\$4,218.85
Spending Potential Index	58	70	82
Food Away from Home: Total \$	\$8,854,100	\$32,709,364	\$91,712,971
Average Spent	\$2,008.64	\$2,450.32	\$2,924.89
Spending Potential Index	55	67	80
Health Care: Total \$	\$15,088,174	\$56,547,512	\$155,998,862
Average Spent	\$3,422.91	\$4,236.09	\$4,975.09
Spending Potential Index	58	71	84
HH Furnishings & Equipment: Total \$	\$5,088,795	\$18,944,073	\$53,340,950
Average Spent	\$1,154.45	\$1,419.14	\$1,701.14
Spending Potential Index	54	67	80
Personal Care Products & Services: Total \$	\$2,083,309	\$7,831,867	\$22,221,309
Average Spent	\$472.62	\$586.70	\$708.68
Spending Potential Index	53	66	80
Shelter: Total \$	\$42,183,214	\$154,778,390	\$430,367,039
Average Spent	\$9,569.69	\$11,594.76	\$13,725.19
Spending Potential Index	52	63	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,951,710	\$22,552,759	\$63,121,911
Average Spent	\$1,350.21	\$1,689.47	\$2,013.07
Spending Potential Index	54	68	81
Travel: Total \$	\$4,765,218	\$18,353,120	\$52,588,543
Average Spent	\$1,081.04	\$1,374.87	\$1,677.14
Spending Potential Index	48	61	75
Vehicle Maintenance & Repairs: Total \$	\$2,861,644	\$10,566,945	\$29,148,697
Average Spent	\$649.19	\$791.59	\$929.61
Spending Potential Index	57	69	81

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.